



A STUDY ON TEACHERS RETENTION STRATEGIES ADOPTED BY THE MANAGEMENT OF PRIVATE SCHOOLS IN VELLORE DISTRICT

R. ARJUNAN

M, Phil research scholar, Dept. of Business Administration,
Annamalai University

Dr. R.GNANAGURU

Asst, Professor, Dept. of Administration Annamalai University

ABSTRACT

A paper examine the teacher retention strategies adopted by the management of private schools in Vellore district, the stratified random sampling method has been used for this study, the research are suitable for this study, frequency and descriptive statistics tools are applied. In teachers retention 64 male responses are having high score and 21 responses are having low score. The study is analytical in nature and both primary and secondary data have been made use in the study. This study is used five point scale. But 21 female responses are having high score and 9 responses are having low score in teacher's retention, are the factors which refrain teachers from retention strategies, work environment, job satisfaction, career path development, work load, rewards and recognition, stress and burnout, employee compensation, geographical location etc. are factors attracting teachers to retention strategies.

KEYWORDS :

INTRODUCTION

Education is a process of learning and direction to improve skills, consciousness, perception, behaviors and abilities to progress with limited resources. To learn and to find right direction in the depths of knowledge, there must be a guide, an instructor, a director or a teacher. In the modern world, role of a teacher in any field cannot be denied. Good teachers always have great influence on the personality and lives of students. They have strong grip on the subject matter which they teach and full command on the answers which they reply to the students' investigation questions. However, some teachers change their profession and leave their jobs or institutes and join another educational workplace for their inner satisfaction or job security, leaving behind their students susceptible of failing to adopt good opportunities for quality education. To understand why teachers leave is the first step in getting them to stay.

SCOPE OF THE STUDY

The study aims to discover the factors which direct the recruitment and retention of generation private school teachers in Vellore district. The study will be helpful for the heads of the educational institutes to increase the teachers' retention in their organizations.

The focus of this research was to explore the retention strategies adopted by the various school management in the Vellore district by taking teachers as respondents.

A Study on teachers' retention describes the commitment of the private schools management (Vellore) to attract and retaining the teachers who are talented, innovative and Dedicated to excellence with respect to the response from the executives.

REVIEW OF LITERATURE

P. Varaprasad Goud (2014). Carried out the study on Employee Retention for Sustainable Development with the This article endeavors to stress the importance of employee retention and the role of employee retention in promoting sustainable development at Organizations. They conducted the study in California among employees adopting the sample random sampling techniques with 201 further they applied statistical tools for their study descriptive research. They are finding that Learning is the most sustainable source of competitive advantage in our industry, today. As the war for talent continues, leveraging and optimizing learning for

stronger performance is critical. The research suggestion transparency is vision, confidence, collaboration, flexibility, and trust. Some of the steps taken to build a transparent environment.

Nur Fauzan Bt Fauzi, Fais Ahmad, Hamid Mahmood Gelaidan (2013). Carried out the study on the Employee Retention Status in Paddy and Rice Industry in Malaysia. With the aim of this study is to examine the relationship between the several factors that associated with employee retention in Malaysian industry context. They conducted the study in among Nowadays; changes in technology, global economic, trade agreements and the like are straight forwardly affecting employee/employer relationship. Adopting the Simple random sampling techniques with further they applied correlation statistical tools for their study they finding that In conclusion, work environment has been documented as having the higher Beta value and the most significant compared to other employee between training and development and employee retention. Retention dimensions, following by training/development. The research suggestion. This study has focus on few variables to identify the influencing factors for employee retention whereas other factors were ignored.

N. Suhasini and T. Naresh Babu (2013). Carried out the study on Retention Management: A Strategic Dimension of Indian IT Companies with the To suggest measures for effective retention and organizational performance. They conducted the study in to study of selected IT companies in Hyderabad, Andhra Pradesh among The hyper competitive business environment is experiencing a fierce competition for skilled employees adopting the Convenience sampling techniques with further they applied Analysis, Cranach's Alpha for testing the reliability of scales and Weighted average method. statistical tools for their study they finding that Autonomy, environment of openness and trust, fair & equitable treatment in work environment the research suggestion Hence it is observed that organizations should aim at developing effective employee retention policies and practices which increases employee commitment level, loyalty and engagement

METHODOLOGY

The study is analytical in nature and both primary and secondary data have been made use in the study.

PRIMARY DATA

This study is mainly based on the primary data which was collected using a questionnaire. The questionnaire was prepared after analyzing the various aspects of the topic and utmost was given to ensure that the questions include suit to the purpose of the study and can easily be understood by the respondents. The questionnaire was served to the respondent in their respective class rooms or departments. In this research, the primary data are collected using structured questionnaire. For the purpose of this research, 172 copies of questionnaire were distributed.

SECONDARY DATA

The secondary data used in the study were collected journals, magazines, websites, e-journals, etc.

SAMPLE SIZE

The sample size consists of 172 respondents among which 172 are teachers through the collecting data.

SAMPLING LOCATION

For this study top four urban towns in the district of Vellore has been chosen and in those places more number of private management schools are available. Those identified towns are 1. Thiupathur 2. Vaniyambadi 3. Amber. 4. Nattaarampalli.

SAMPLING METHOD

The main focus of the study is to understand the teacher retention strategies private schools teachers in Vellore district of stratified random sampling method was adopted for the purpose of selection of respondents. There are nearly about 84 private higher secondary schools in Vellore district. Out of 84 private schools, 10 schools have been randomly selected from 1. Tirupattur, 2. Ambur, 3. Vaniyambadi, 4. Nattaarampalli. From each school 17 respondents have been selected. In total 172 questionnaire are have been distributed. Among the received respondents of 172 questionnaires are considered as and 172 questionnaire were used for further analysis.

OBJECTIVES OF THE STUDY

- To find out the reasons for teachers leaving the schools.
- To identify the factors influencing to retain teachers in private schools.
- To identify compensation, work environment, career path development other benefits influence to retain teachers in private schools.

Table-1: Opinion towards teacher's retention strategies element of work environment

Elements	Statements	Mean	Std. Deviation
Work environment	I feel satisfied with the opportunities given by the school management to express my views and personal concerns	4.24	1.11
	I feel satisfied with the school management which helps me to achieve a balance between home life and work	4.11	1.19
	If I do hard work I may be promoted	3.86	1.36

Teachers are encouraged to experiment with new methods and tryout creative ideas in teaching	3.97	1.04
Teachers learned through training programmers' are given opportunities to try out in classroom	4.29	1.08

Source: Primary data computed

Table 1. shows the teachers retention strategies their role of adopted by the management of private schools in Vellore district. The researcher has identified the element of work environment. The teachers are asked to rate their opinion in the five point scale. Where five stands for strongly agree and one stand for strongly disagree. Mean and standard deviation values are calculated based on the collected data. From the mean value, it is observed that the teachers are highly rated that the teachers retention as a role of (4.24) followed by I feel satisfied with the opportunities given by the school management to express my views and personal concerns (4.11), I feel satisfied with the school management which helps me to achieve a balance between home life and work.(3.86) If I do hard work I may be promoted (3.97) Teachers are encouraged to experiment with new methods and tryout creative ideas in teaching and (4.29). However, teachers are given least importance on the small size teacher's retentions strategies. It is found that the teacher's retentions should be I feel satisfied with the school management which helps me to achieve a balance between home life and work, and also if I do hard work I may be promoted.

Table-2: Teacher's opinion towards roles of retention strategies and job satisfaction.

Elements	Statements	Mean	Std. Deviation
Job satisfaction	I am enjoying fringe benefit provide	3.85	1.31
	I am teacher on a permanent basis	3.95	1.29
	I feel satisfied with the information with respect to my tasks	3.58	1.56
	I feel satisfied with the spirit of cooperation among my teachers	3.55	0.89
	I feel satisfied with the information concerning departmental affairs	3.80	1.02

Source: Primary data computed

Table 2. shows the teachers retention strategies their role of adopted by the management of private schools in Vellore district. The researcher has identified the element of job satisfaction. The teachers are asked to rate their opinion in the five point scale. Where five stands for strongly agree and one stand for strongly disagree. Mean and standard deviation values are calculated based on the collected data. From the mean value, it is observed that the teachers are highly rated that the teachers retention as a role of communication to the teachers (3.85) followed by I am enjoying fringe benefit provide (3.95), I am teacher on a permanent basis (3.58) (3.55). I feel satisfied with the spirit of cooperation among my teachers. (3.80) I feel satisfied with the information concerning departmental affairs. However, teachers are given highest job satisfaction importance on the small size teacher's retentions strategies. It is found that the teacher's retentions should be highly

rated that the teachers retention as a role of communication to the teachers, followed by I am enjoying fringe benefit provide and) I feel satisfied with the information concerning departmental affairs.

FINDINGS

- In teachers retention 64 male responses are having high score and 21 responses are having low score. But 21 female responses are having high score and 9 responses are having low score in teacher's retention.
- In teachers retention 35 responses are having high score 46 to 55 age and 5 responses are having low score 56 ages above. But 22 responses are having high score 36 to 45 ages response and 6 responses are having low score 25 to 35 in teachers retention.
- In teachers retention 70 married responses are having high score and 26 single responses are having low score. But 15 married responses are having high score and 4 single responses are having low score in teacher's retentions.
- In teachers retention 54 PG response are having high score and 19 response are having low score, 7 UG response are having high score and 2 response are having low score, 6 B.ED response having high score and 3 response are having low score, and 18 M.ED response are having high score and 16 response are having low score.
- In teachers retention 55 response are having high score (12000) and 8 response are having low score, 14 response are having high score (14000) and 21 response are having low score, but 16 response are having high score (15000) and 13 response are having low score.
- In teachers retention 51 PG Assistant are having high score, and 17 response are having low score, BT Assistant response are having high score and 12 response are having low score and 2 secondary grade response are having high score and 1 response are having low score.
- In teachers retentions 31 response are having high score 15 to 30 minutes, 6 response are having low score 19 response are having high score 30 to 45 minutes and 9 response are having low score and 29 response are having high score 45 to 60 minutes, 11 response are having low score and 6 response are having score more than 60 minutes and 4 response are having low score.

CONCLUSION

Teachers retention isn't solely a concept or a apply, it's a live taken to speculate within the way Forward for the corporate for a corporation is additionally well-known by the workers it teachers and also the ways in which it retains them. Holding crucial teachers would demand the leader to reap the sensation of job security and job satisfaction into the mind of the teachers. Efficacious communication helps worker to spot with the schools and produce in openness and religion. Impelled workers don't seem to be solely committed to a lot of output however conjointly influence a much better work culture for a protracted run. This helps in developing a way of loyalty and evolves a lot of economical and effective work force operating towards a much better productivity for the educational institutions, on balance human resource is additionally one in all the foremost valuable assets.

REFERENCES

1. P.Varaprasad Goud (2014). Employee retention for sustainable development International Journal Of Innovative Technology & Adaptive Management (Ijitam) Issn: 2347-3622, Volume-1, Issue-5, pp10-16.
2. KHADIJA AKRAM (2013), Recruitment and retention of generation y teacher in private educational sector, International Journal Of Humanities And Social Science Vol. 3 No. 15; August 2013 pp 227-231.
3. Dr.M.Safdar Rehman (2012). employee turnover and retention strategies an empirical study of public sector organization Volume-12, Issue 1 Version 1.0 January.

4. Dr. Mike E.Iravo (2012) Determinants of academic staff retention in public universities international journal of humanities and social science vol. 2 no 13, pp205-211.
5. Rhoda Cynthia bakuwa staff retention in developing, international journal of human resource studies ISSN 2162-3058 vol. 3, no. 1 pp 159-174.
6. M.U.Cyril (2013). Australian journal of teacher education vol. 38, articles 3, issue no3, march, pp 112-139.
7. Jasprrt Kaur (2013)..strategy tool for organizational success international journal of development research vol.4, issue,2, pp221-224.feb,2013.
8. Jennifer A. Ashiedu (2012). understanding teacher attraction and retention drivers Australian journal of teacher education vol.37, issue.11, articles2.